

## Trends in Muslim behavior research: A five-year bibliometric and content analysis



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### ABSTRACT

Muslim behavior encompasses the actions performed by Muslims. This study examines the progress in research on Muslim behavior over the past five years (2018-2022) using a detailed bibliometric analysis that merges bibliometric and content analysis techniques. The study collected data from the Scopus database using the keyword "Muslim behavior." An initial search yielded 3820 documents, which were then refined to match the research topic. After filtering, 297 documents remained and were analyzed using VOSviewer software. The findings categorize the articles into six sub-topics: 1) Muslim consumers, halal products, and halal tourism, with 45 articles; 2) Islamic finance, social finance, and banking, with 35 articles; 3) Politics, culture, and nationality, with 93 articles; 4) History, ideology, rituals, and worship, with 49 articles; 5) Management, industry, and Muslim performance, with 38 articles; 6) Muslim health, with 37 articles.

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### 1. Introduction

Behavior theory examines human behavior, emphasizing the role of learning in understanding why people act as they do. It assumes that behavior follows specific rules, making it predictable and controllable. According to this theory, individuals perform certain actions because they have learned, through past experiences, that these actions lead to rewards. Behavior theory encompasses a range of theories that share a common focus on observing and studying human behavior across different contexts (Constantino et al., 2021).

The Muslim population comprises around 30% of the world's population. Indonesia is a country where the majority of the population embraces Islam (Febriandika et al., 2023c). Almost 87% of the population is Muslim (Febriandika et al., 2020). Islam is a religion that regulates everything in life, including orders and prohibitions (Hapsari et al., 2021). Islam acts as a guideline and indicator to ensure that every human action is to protect oneself and society. The Islamic economy is developing quite quickly in Indonesia, which is undergoing numerous

changes in its formulation of economic progress policies (Febriandika et al., 2023d).

Islam is the name of the religion whose first prophet was Prophet Adam and whose last prophet was Prophet Muhammad. One of the meanings of the term Islam is a state of peace achieved through submission to God. Another meaning of the term Islam is 'submission.' Therefore, the term 'Muslim' means a person who submits to God and is used as a follower of Islam. Islam regulates human behavior in detail (Febriandika et al., 2023b). Every Muslim is recommended to control his eyes, mouth, hands, feet, stomach, genitals, or ears from actions that are prohibited by religion.

Muslim is a term used to refer to someone who believes in the Islamic religion. Muslim behavior is a unity of actions carried out by a Muslim (Febriandika et al., 2023a). Muslims are encouraged to behave in relation to God, other people, business, and their environment in accordance with the Quran and Hadith. This study aims to comprehensively understand the use of Muslim behavior in research in the last five years. This study explores the development of research on Muslim behavior in the last five years (2018-2022). This study employs a thorough bibliometric analysis, integrating bibliometrics and content analysis, to examine research trends in Muslim behavior. Data was gathered from the Scopus database using the keyword "Muslim behavior." The study contributes significantly to the literature on Muslim behavior. It outlines the fundamental characteristics of

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publications in this field, highlighting the development of key topics and the most influential articles. Additionally, it identifies the most impactful keywords, covering both current and future trends in the research.

## 2. Literature review

The term "statistical bibliography" was first introduced by Hulme (1923) to refer to the scientific analysis of documents related to science and technology. Hulme (1923) summarized the contributions of Cole and Eales, who conducted original research on the growth of patents in England. Pritchard (1969) later popularized the term "bibliometrics" in his work, which also used the term "statistical bibliography" (You et al., 2022). Bibliometrics has evolved from the interest of scientists from the 20<sup>th</sup> century to today, focusing on the dynamics of science as seen through the production of scientific literature. This field has become more complex with the use of data processing applications and the integration of content analysis. This research adopts a comprehensive bibliometric analysis approach, combining bibliometrics and content analysis. There are still few studies that describe and map the research flow on Muslim behavior.

Islam et al. (2020) conducted an analysis of the literature using the bibliometric method on halal logistics and halal distribution from 2008 to 2019. This study suggests future research agendas, such as elaborating theoretical and methodological aspects by examining three research themes in order to contribute to the knowledge section of the halal supply chain. Mamun et al. (2021) discussed Islamic marketing using the bibliometric method and content analysis from 113 research journals that discussed Islamic marketing from 2011-2019. This study suggests that future research directions, such as yielding an understanding of various theoretical aspects of Islamic marketing, as well as areas that are largely under-researched and unexplored. From various kinds of research, it is concluded that there is no bibliometric research that discusses Muslim behavior. Therefore, this study has contributed to mapping the topic.

## 3. Methods

This study uses bibliometric analysis and content analysis methods. Bibliometric analysis can be interpreted as research that helps to analyze currently trending topics and helps future research (Prastya and Nurmandi, 2021). The bibliometric method combines text analysis, citation analysis, content analysis, keyword cooccurrence, co-citation analysis, or co-authoring analysis (Machmuda et al., 2022). Bibliometric analysis is quite close to the broad term metric, or in more specific terms, scient metric (Purbasari et al., 2023). Another familiar analogy is webometrics, which examines various parts of the web (Ellegaard and Wallin, 2015). This

research uses data from the Scopus database, covering the period from 2018 to 2022, to study Muslim behavior. The data was analyzed using VOSviewer software for bibliometric mapping. The research was conducted on August 22, 2022, using keywords relevant to Muslim behavior. The search included titles, keywords, and abstracts using the following query:

```
TITLE-ABS-KEY (Muslim AND behavior) AND
(LIMIT-TO (SUBJAREA, "SOC") OR LIMIT-TO
(SUBJAREA, "ARTS") OR LIMIT-TO (SUBJAREA,
"BUSI") OR LIMIT-TO (SUBJAREA, "PSYC") OR LIMIT-
TO (SUBJAREA, "ECON")) AND (LIMIT-TO
(DOCTYPE, "ar") OR LIMIT-TO (DOCTYPE, "re") OR
LIMIT-TO (DOCTYPE, "cp")) AND (LIMIT-TO
(SRCTYPE, "j") OR LIMIT-TO (SRCTYPE, "p") OR
LIMIT-TO (SRCTYPE, "d"))
```

The journal search process in the electronic database was based on these keywords. The data collected from Scopus, a reputable source of peer-reviewed journal articles, ensures high-quality information (Supriani et al., 2022). The bibliometric analysis presented the development of literature on Muslim behavior. Fig. 1 shows the research flow in a diagram.

The initial search with the keyword "Muslim Behavior" yielded 3,820 documents categorized by subject area. These results were then filtered based on the study's inclusion criteria, with duplicate articles removed. The refined results were saved in RIS format for further analysis. Only articles were selected, resulting in 297 documents, which were analyzed using bibliometric methods.

The main objective of this research is to provide a comprehensive analysis of Islamic Business by answering several main research questions, namely:

1. RQ1: What are the trends toward Muslim behavior research based on the number of publications per year?
2. RQ2: What are the top 10 journals that publish Muslim behavior research?
3. RQ3: Who are the top 10 authors, countries, and institutions that have contributed the most to Islamic Business research?
4. RQ4: What are the subjects that have the most influence on the field of Muslim behavior?
5. RQ5: What are the trending topics for Muslim behavior?
6. RQ6: What are the most potential future topics for the field of Islamic Business research?
7. RQ7: What are the areas of research that were examined through the analysis of the content of the article?
8. RQ8: What methods are used in Islamic Business research?

## 4. Results

This study examines publication trends in Muslim behavior literature and identifies authors who contribute to this research area. A bibliometric analysis is conducted to visualize the most

frequently occurring words, highlighting the topics researched from past years to the present. The bibliometric analysis is mapped in different

visualizations: (1) Network visualization, (2) Overlay visualization. Table 1 lists 297 documents on Muslim behavior published from 2018 to 2022.

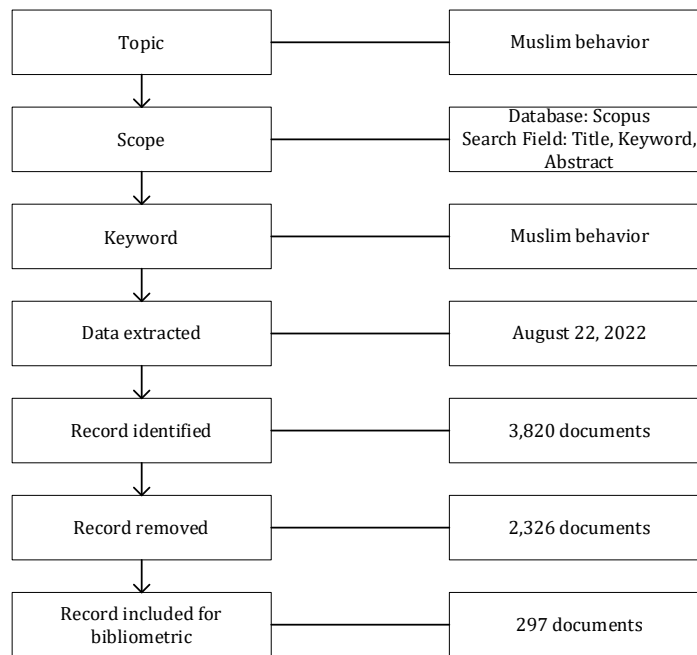


Fig. 1: Research method flowchart

Fig. 2 shows trends in Muslim behavior research based on the number of articles published per year. In general, research on Muslim behavior in the world began to develop in 2018 with a total of 43 publications, and current research trends are still advancing in terms of the number of publications. This finding is in line with research that states that the penetration of Muslim behavior research has increased since 2019 (Obaidi et al., 2020). In order to understand research trends, an analysis of published data was carried out through 2022.

Table 2 shows published articles based on the ten journals with the highest publications in the field of Muslim Behavior from 2018-2022, while Fig. 3 shows the number of publications per year from the analysis that has been carried out.

Fig. 3 shows the top ten peer-reviewed journals with the most publications in Muslim behavior research, with a total data analysis of 297 documents from 2018-2022. In Table 2, it is explained that Religion ranks first in the publication of the topic of Muslim behavior with a total of 17 documents. The second rank is HTS Theologies Studies Theological

Studies, with a total of 9 publications. The third place is the Journal of Religion and Health, and the fourth place is Sustainability Switzerland, with a total of 8 documents.

Table 1: General information summary

| Description                        | Result    |
|------------------------------------|-----------|
| <b>Main information about data</b> |           |
| Timespan                           | 2018-2022 |
| Sources (Journals, Books, etc.)    | 199       |
| Documents                          | 297       |
| Annual growth rate %               | 5.37      |
| Document average age (years)       | 1.88      |
| Average citations per document     | 4.576     |
| <b>Document contents</b>           |           |
| Keywords plus (ID)                 | 666       |
| Author's keywords (DE)             | 1,177     |
| <b>Authors</b>                     |           |
| Total authors                      | 810       |
| Authors of single-authored docs    | 80        |
| <b>Authors collaboration</b>       |           |
| Single-authored docs               | 83        |
| Co-authors per doc                 | 2.88      |
| International co-authorships %     | 27.95     |
| <b>Document types</b>              |           |
| Articles                           | 295       |
| Conference papers                  | 2         |

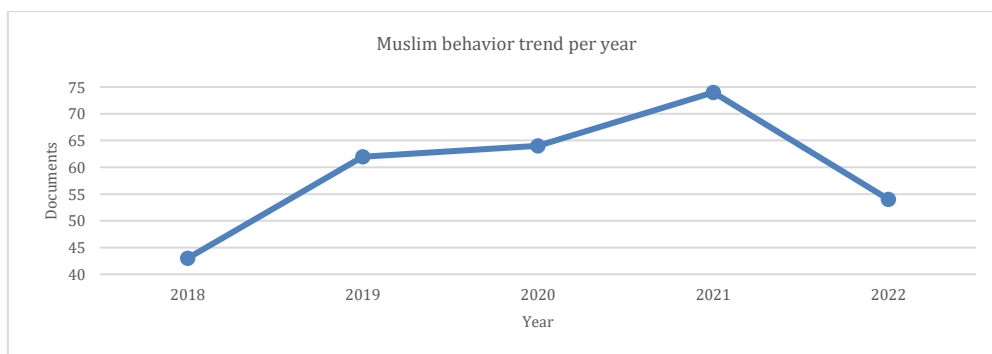


Fig. 2: Muslim behavior trend per year

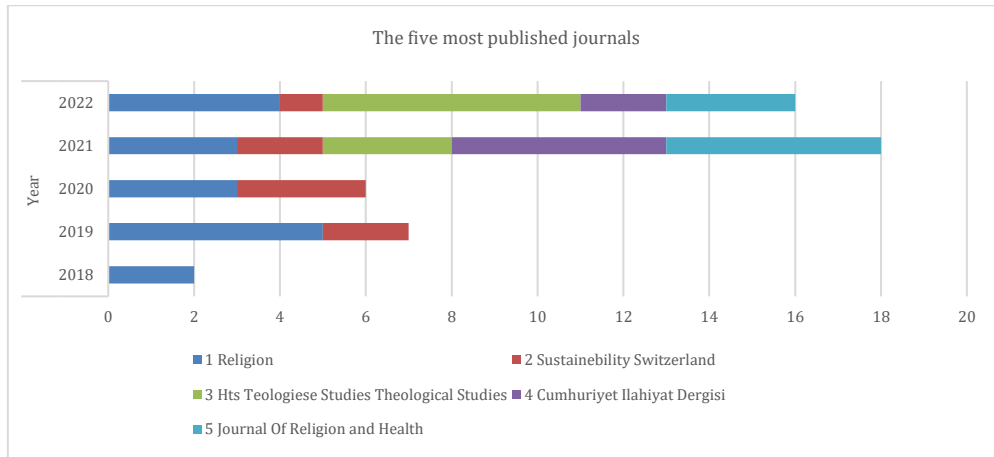


Fig. 3: The four most published journals on Muslim behavior

Table 2: Top 10 journals with the most publications

| Journal name                               | Ranking | Frequency |
|--|---------|-----------|
| Religions                                  | 1       | 17        |
| HTS Teologiese Studies/Theological Studies | 2       | 9         |
| Journal of Religion and Health             | 3       | 8         |
| Sustainability (Switzerland)               | 4       | 8         |
| Cumhuriyet Ilahiyat Dergisi                | 5       | 7         |
| Kasetsart Journal of Social Sciences       | 6       | 6         |
| Journal of Ethnic and Migration Studies    | 7       | 5         |
| Journal of Islamic Marketing               | 8       | 5         |
| Journal of Business Ethics                 | 9       | 4         |
| Journal of Muslim Mental Health            | 10      | 4         |

published 2-4 publications per author. Han, H. has become the author of the most papers written about Muslim behavior, around five documents. Laeheim has five documents, Al-Ansi has four documents, and Zainal has three documents.

Fig. 5 shows that there are several countries that write about Muslim behavior, including Indonesia with 55 authors, the United Kingdom with 53 authors, Malaysia with 50 authors, the United States with 48 authors, the Russian Federation with 16 authors, Turkey with 16 authors, Netherlands with 14, Thailand 14 writers, Saudia Arabia 12 writers, and Pakistan 11 writers.

Fig. 4 shows the 10 Muslim behavior writers with the most papers during 2018-2022 indexed by Scopus. It is estimated that each author has

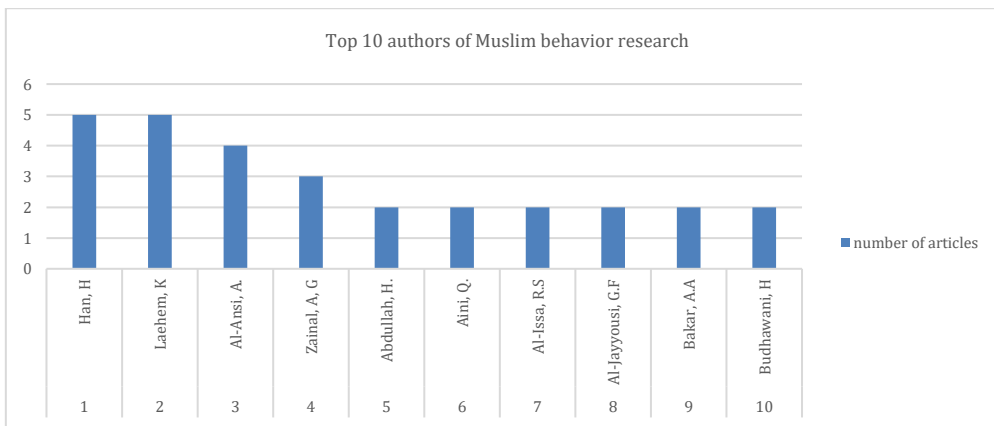


Fig. 4: Top 10 authors of Muslim behavior research

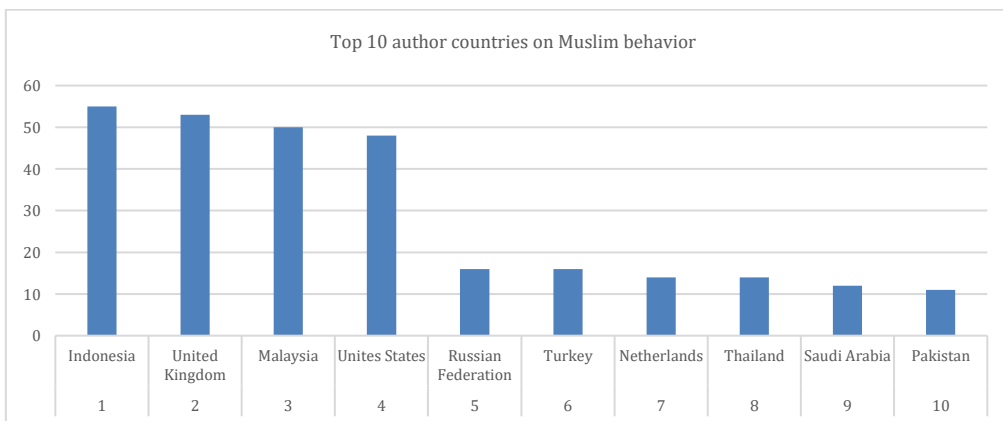


Fig. 5: Top 10 author countries on Muslim behavior

In Fig. 6, the visualization of items (keywords) related to the topic of Muslim behavior research is labeled and symbolized as a circle by default in VOSviewer. The more times the word appears, the bigger the circle. The size of the circle indicates the importance of a keyword. Items or keywords are increasingly important because the more often they appear, the bigger the circle. The frequency of occurrence determines the size of the item. This keyword is very important because it shows that the more the word appears, the bigger the circle. This picture shows the keywords that have the top research topics, namely Islam, human, Islamism, and psychological aspects.

Fig. 7 shows that there are several keywords that rarely appear as potential topics for research, such as the following keywords: Consumption behavior (7), cultural relations (30), and halal tourism (4). A more intense color indicates research has progressed in high numbers. Keywords with rare

occurrences are represented by colors that are not concentrated, meaning that the research topic is still limited, so further investigation is needed for further research (potential topics).

Table 3 provides information on each cluster. Each cluster describes a certain (main) topic as a research direction in the field of Muslim behavior based on the unique association of a set of keywords in the cluster, while the keywords in each cluster represent the research flow. The first cluster shows the main research topics in Muslim behavior related to discrimination and ethnicity in various countries. This type of data can enable the handling of the main research topics and research streams in the field of Muslim behavior. In this study, there is no name or label for each cluster because of the need for careful inspection, and there are some overlapping keywords among the clusters. The item density determines how many occurrences of the keyword are represented by the color.

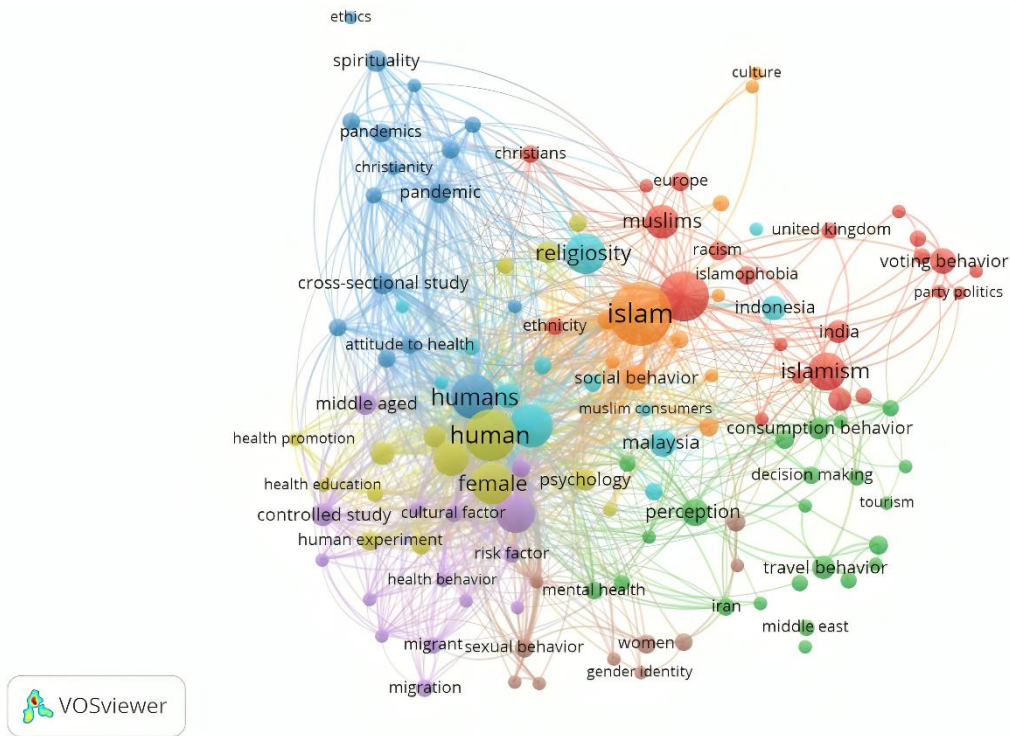
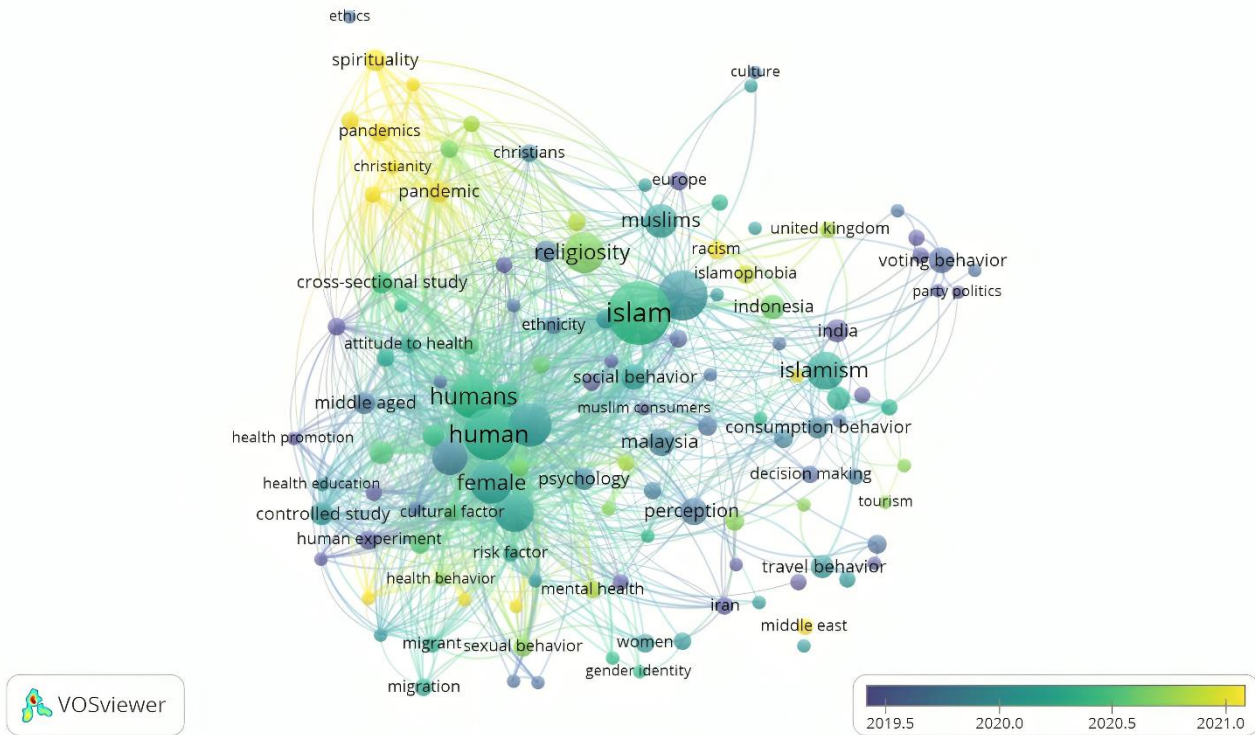


Fig. 6: Trending topic of Muslim behavior research

Table 3: Cluster analysis results

| Cluster No. | Most frequent keywords (large circles)   | Keywords (small circles)  |
|-------------|--|---|
| 1           | Discrimination (8), Christians (5), cultural identity (3), democracy (4), election (4), ethnicity (5)  | Indonesia (9), Perception (11)  |
| 2           | Acculturation (3), consumption behavior (7), cultural influence (4), cultural relations (3), decision making (5), halal tourism (4)              | Islamic values (3), knowledge (4), mental health (5), minority group (6), terrorism (4)         |
| 3           | Adaptation, psychological(4), anxiety (3), attitude to health (5), behavior (5), coping behavior (5), humans (30), spirituality (7)              | Coping behavior (5), ethics (3), pandemic (7), suicide (3)                                      |
| 4           | Ethnic groups (7), female (26), human experiment (6), male (19), psychology (7), religious identity (5), United States (6), young population (3) | Adolescent (7), health education (3), survey and questionnaires (4)                             |
| 5           | Child(5), community (3), controlled study (8), cultural factor (4), health behavior (3), immigrant (3), middle-aged (7), risk factor (4)         | Community (3), controlled study (8), ethnology (3), migration (5)                               |
| 6           | Attitude (9), halal (5), Indonesia (9), Malaysia (11), Muslim (28), Muslim consumers (3), religiosity (25)                                       | Christian (3), intention (3), purchase intention (3), youth (4), theory of planned behavior (5) |
| 7           | Culture (3), demography (5), ethnography (4), identity (6), Islam (62), politics (3), social behavior (10), social identification (6)            | Qualitative research (3), tradition (3)   |
| 8           | Gender (5), gender identity (3), Muslim women (6), sexual and gender minorities (3), sexual behavior (6), stigma (3), women (6)                  | Aged (3), women status (3)  |



**Fig. 7:** Overlay visualization on the topic of Muslim Behavior

There are several sub-topics in Muslim behavior, namely the classification of writings arranged by field of study. After the selection stage, 297 documents were analyzed using VOSviewer software. The results show that articles are classified into six sub-topics, namely: 1) Muslim consumers, halal products, and halal tourism (45 articles); 2) Islamic Finance, social finance, and Banking (35 articles); 3) Politics, culture, nationality (93 articles); 4) History, ideology, history, ritual ceremonies, and worship (49 articles); 5) Management, industry and performance of Muslims (38 articles); 6) Muslim Health (37 articles). This classification of analysis of Muslim behavior contains various methods used in each publication. In the writing of publication journals, there are two types of basic methods, namely quantitative (112 documents) and qualitative (185 documents).

### 5. Discussion

Overall, the application of bibliometric methods to the study of Muslim behavior offers a systematic and data-driven approach to understanding the complexities of Islamic thought, religious practices, and socio-cultural dynamics within Muslim communities worldwide. At this stage of content analysis, 297 articles were classified into six sub-topics, namely: 1) Muslim consumer, halal product, and halal tourism (45); 2) Islamic Finance and social, Finance and Banking (35); 3) Politics, cultural, nationality (93); 4) History, ideology, history, ritual ceremonies and worship (49); 5) Management, industry and performance of Muslims (38); 6) Muslim Health (37).

Muslim consumers, halal products, and halal tourism are in the third position of the most

discussed topics in this study. Indonesia is the country with the largest population that embraces Islam. Almost 87% of Indonesia's population is Muslim (Febriandika et al., 2020). The large amount is an opportunity for halal products to develop in Indonesia. This also triggers an increase in the number of middle-class populations in Indonesia. In 2014, the average annual income per household in Indonesia was IDR 98,230,183. The increase in the income of the Indonesian population has also led to changes in consumer lifestyles, especially among the middle-class population. Now, consumers are not only thinking about primary needs (clothing, food, and shelter) but also about meeting their secondary and tertiary needs. One of the secondary needs of consumers is grooming and fashion, where cosmetics are included in this category of needs. Cosmetic products are also growing with changes to a healthy and natural lifestyle, which also encourages Muslim women in Indonesia to use cosmetics that are halal and organic.

Consumer behavior is very closely related to the decision problems taken by someone in competition and the determination to obtain and use goods and services. Consumers make many kinds of considerations when making decisions in purchasing, so consumer behavior is influenced by factors such as culture (religion), social, psychological, and personal. This explains that the factor of religion or religiosity also influences consumer behavior (Haque et al., 2018). The term Islamic marketing (IM) is relatively new in marketing (Abdullah et al., 2015; Wilson, 2012), but its essence is as old as Islam itself (Sergius Koku and Jusoh, 2014). Islamic marketing is more than just marketing religion. It is not limited to how marketers communicate with Muslim customers or Muslim

consumers but is recognized as a distinct wave within traditional marketing activities whose core essence is based on well-established subject disciplines across the business, management, Islamic studies, and social sciences (Wilson, 2012).

Traditionally, conventional marketing strategies have been implemented to target Muslim customers; however, over time, the influence of religion on consumer behavior has become more applicable and visible (Salam et al., 2019; Uysal and Okumus, 2019). Muslim customers around the world are increasing in number, and so is their purchasing power (Alserhan, 2010; Saleh and Salsabila, 2018). According to the 2019 global Islamic economic report, Muslims account for 24% (>1.8 billion) of the total world population and are expected to increase to 3 billion by 2060 (Mamun et al., 2021).

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Halal tourism is a subtype of tourism undertaken by Muslims who comply with Sharia law. Although Islamic tourism is often associated with Hajj and Umrah, Muslims are allowed to travel for other purposes, such as knowledge, learning, and enjoying the beauty of the world (El-Gohary, 2016; Hussain et al., 2015). Muslims, like other consumer segments, prefer holidays, but they exhibit "unique and identifiable homogeneous traits" (El-Bassiouny, 2016). Therefore, the motives behind the journeys undertaken by Muslims are not necessarily spiritual in nature. However, they are expected to behave according to Sharia, the holy book of the Quran, and the hadith (Henderson, 2016). However, it is also important to note that not every Muslim will follow Islamic laws, and not every Muslim can conform to Islamic practices. Therefore, some Muslims may not consider the principle of halal tourism as the main determinant influencing their travel preferences (Battour et al., 2022).

Over the last decade, Islamic finance has witnessed an unprecedented expansion in several sectors, including Islamic banks, Islamic financial instruments such as sukuk, Islamic stock indices, and mutual funds (Nasr et al., 2016). The total assets of the Islamic finance industry touched \$2.5 trillion, having a growth rate of 8.3% at the end of 2017. The Islamic banks operate in several Muslim and non-Muslim countries, with total assets of \$1.557 trillion in 2017, and there have been remarkable developments (Pollard and Samers, 2007). However, much of the growth and expansion of Islamic finance has been driven by the issuance of Islamic stocks and sukuk (Islamic bonds) and their inclusion in Islamic

and non-Islamic investment portfolios (Paltrinieri et al., 2023).

The third sub-topic discusses discrimination, gender, ethnicity, minorities, and issues regarding immigrants. This sub-theme contains the most discussion, where there are 93 articles that discuss issues regarding politics, culture, and nationality. Parties representing minorities can survive and thrive when nationalism is a majority. Influential records suggest that a resurgence of the majority must give rise to corresponding extremist bidding in minority parties. The risks and uncertainties experienced by religious or ethnic minorities in society vary widely, and the process of migration and displacement trigger changes in religious practices and theological imagery. However, there has been little concern for transformations in theology through its interaction with its wider social and political environment in the study of minorities, migration, and religion (Van Raemdonck, 2019). The need for a political party led by a Muslim as an effort to protect and promote the rights of Muslims, Adivasis, other backward classes, other minorities, and all other underprivileged communities and allegiance to the nation's secular democracy (Bajpai and Farooqui, 2018).

Representations of the strained relationship between the Christian minority and the Muslim-majority community often suggest or imply that the community is a victim of 'systematic persecution' in Egypt (Koburtay and Haloub, 2020). Representation of the popular community as a monolithic group, most of which are victims, carries the danger of obliterating political and civil society activities and the various experiences and opinions that exist in society. When narratives of persecution dominate, society is seen as victims and passive entities rather than actors and history makers themselves. Discourses on victims and abuse can be included analytically under the larger 'discourse of difference.' This discussion emphasizes the historical and cultural peculiarities of Christianity. It puts forward historical and contemporary narratives of oppression that communities suffer "under Muslim identity" (Van Raemdonck, 2019). This narrative regards history as one of conquest and having second-class status from the moment a country becomes a Muslim-majority state. It centers on this basic inequality and injustice and considers other current social and political issues, such as lack of political representation and social segregation in that regard (Iyer and Shrivastava, 2018). With the upcoming Fourth Industrial Revolution, religiosity may be an element that can balance humanity and madness, as suggested by Sav (2019). Religiosity can be an important factor in work-life balance. Contrary to beliefs and findings, the relationship between religiosity and organizational outcomes has been neglected in mainstream Human Resource Management (HRM) research (Mellahi and Budhwar, 2010). Abu Bakar et al. (2018) also stated that existing studies on religiosity and HRM had proven the role of religiosity in influencing people's work

behavior. This could be a sign that management does not see religiosity as an important contributor to work behavior and organizational results, especially when it comes to future agendas. The responses infer that comprehension and obedience towards religion, particularly on the concept of work as a part of worship, can develop virtues such as integrity, responsibility, and sincerity in the organization. Nonetheless, religion per se without submission won't be the determining factor of excellence (Adnan et al., 2019).

According to Adnan et al. (2019), religiosity influences work behavior. The effectiveness of religiosity as a factor in work behavior depends on the individual, work environment, and leadership in the organization. Consciousness, comprehension, and submission to the religion's teaching are critical at the individual level. In addition, enforcement and leadership are external factors. Praveen Parboteeah et al. (2009) stated that religion and religious environment are positively correlated with work commitment and also act as important drivers towards work engagement (Abu Bakar al., 2018). A conducive religious environment gives a good perception of making work a responsibility. Even so, religiosity should not be used as the most important factor because there are many other factors that also influence work behavior (Meflinda and Indrayani, 2018).

A lack of awareness about how disease spreads can undermine prevention efforts and behaviors. Knowledge can influence disease prevention directly, where those equipped with knowledge will practice appropriate avoidance behaviors. Knowledge can also have an indirect effect on the perception of risk. It is often said that individuals who are equipped with knowledge about their risk of developing the disease. Thus, knowledge can be considered a form of self-empowerment, influencing one's perception of risk and promoting the awareness necessary for behavior change (Tenkorang, 2018).

Islam is concerned about the stability of mental health, but Muslims tend to make less use of existing mental health services. Spirituality or religiosity has received greater attention in various fields, including research and mental health services (Pavetich and Stathi, 2021). Islam is the fastest-growing religion, so Muslims are increasingly receiving increasing attention. This also has a negative effect, especially on Muslims in Western countries. They have to face psychosocial challenges. US Muslims are more likely to experience mental health problems than other minority groups due to the psychosocial challenges they face (Tanhan and Young, 2022). Similar to other bibliometric studies, this study has several limitations that open the door to further analysis. First, limitations in analyzing large amounts of data mean that the study is not very in-depth and is based on the results of other research. Unlike empirical research, this research can only provide additional knowledge when doing initial research. Second, this research is still too general and requires further

specification. Future research should try to reach a more specific group of articles in order to solve specific problems. By addressing these critical considerations, future studies on Muslim behavior can contribute to more nuanced, contextually grounded, and ethically responsible understandings of the diverse ways in which Islam intersects with individuals' lives, identities, and social realities.

Like other bibliometric studies, this research has several limitations that could be explored further. First, the data was sourced from research articles indexed by Scopus without a detailed assessment of their quality, which may introduce bias. Second, the study's scope is too broad and does not focus on a specific topic, limiting the depth of discussion due to the large number of articles reviewed. Future research should aim to target a more specific group of articles and offer more practical solutions. Additionally, empirical research is needed to investigate this theme further, as the current study is based on a literature review and lacks empirical impact.

## 6. Conclusions

This study examines the development of research on Muslim behavior from 2018 to 2022 using bibliometric analysis to identify current trends. Initially, 3820 documents were retrieved based on the search topic, which was then filtered, resulting in 297 documents for analysis using VOSviewer software. The study analyzed authors, countries, institutions, fields of study, and topic trends influencing future research. During content analysis, the 297 articles were categorized into six sub-topics:

- Muslim consumer behavior, halal products, and halal tourism (45 articles)
- Islamic finance, social finance, and banking (35 articles)
- Politics, culture, and nationality (93 articles)
- History, ideology, rituals, and worship (49 articles)
- Management, industry, and Muslim performance (38 articles)
- Muslim health (37 articles)

The third sub-topic, which includes discussions on discrimination, gender, ethnicity, minorities, and immigration issues, contained the most articles, with 93 focusing on politics, culture, and nationality.

## Compliance with ethical standards

## Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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